

AGENDA ITEM 2.8

PIJF - TMP CO-FUND – MĀORI REGIONAL NEWS

FUNDING DECISIONS

RECOMMENDATION

That the Staff Investment Committee (SIC) approves funding of up to:

- \$420,850 to Te Reo Iirangi o Tūranganui-a-Kiwa for *Kapu Tairāwhiti* subject to confirmation of TMP's approval of the application and its contribution being at least 23% of the funding for the project.
- \$836,000 to Te Reo Iirangi o Taranaki Charitable Trust for *Te Reo o Te Uru Regional News* subject to confirmation of TMP's approval of the application and its contribution being at least 23% of the funding for the project.

Two projects recommended for total funding of up to \$1,256,850.

BACKGROUND

1. This proposal supports the continuation of a pilot Iwi Radio Regional News initiative established under Te Māngai Pāho (TMP) in 2020. The initiative was created in response to the COVID-19 lockdown and the need for Māori communities to have trusted sources of Māori news with Māori perspectives.
2. Additional funding allowed TMP to develop a six-month Regional News Hub pilot scheme with four hubs which started in April 2021 and was then extended until June 2022. With no indication TMP would be able to continue funding the scheme out of its baseline funding, and with the PIJF having a mandate to serve Māori and Iwi journalism, [REDACTED]

5. At around the same time in May 2022, the Minister of Māori Development indicated that TMP would receive additional support to continue and expand the Regional News Initiative. It is understood that \$10m is to be provided across two years 2023-24/2024-2025.

7. TMP suggested a co-fund arrangement would be the best way to fund such an ambitious, large-scale initiative with ambitions to grow. On June 9, staff recommended to SLT that the PIJF set aside \$3m to co-fund Māori Regional News Hubs to be administered by TMP. TMP would in turn invest \$10m spread over two years.

9. In the meantime, TMP has continued to keep the News Hubs afloat by extending their contracts, the most current of which will end on the 31st of June 2023.
10. The [RFP for Māori Regional News](#) opened on 7 April 2023. By the deadline of Friday 19 May 2023 four applications had been received totalling \$3,701,098. Of those, two are under \$1m and are being considered by the SIC and two are being considered by the Board. The TMP Board will meet on 15 June to decide on its funding.
11. While the TMP funding will run over two years (23/24 – 24/25), the PIJF has finished and needs to complete its allocation before July 2023. For this reason, TMP has suggested that the PIJF co-funding be used in 2023 to fund existing hubs in phase one and a second RFP encouraging an expansion of new hubs to be fully funded by TMP from 2024 onwards. The breakdown of this allocation is as follows:
 - FY23-24: \$3m via PIJF and \$3.5m via TMP (\$6.5m total funding)
 - FY24-25: \$6.5m via TMP

GENERAL ASSESSMENT & STAFF OPINION

Kapu Tairāwhiti

Te Reo Irirangi o Tūranganui-a-Kiwa

\$420,850

Key personnel	Title/s	Relevant Past Work
[REDACTED]	Executive Producer	TVNZ, Whakaata Māori
[REDACTED]	Production Producer	TVNZ, Whakaata Māori

Synopsis

12. '*Kapu Tairāwhiti*' is the third season of Tūranga FM's popular bilingual parakuihi (breakfast) online show. 60 x 9' airing from November 2023 to May 2024.

General Assessment

13. This proposal is for the continuation of a television style studio breakfast news and current affairs show which is a collaboration between iwi radio stations Tūranga FM, Radio Ngāti Porou and Radio Ngāti Kahungunu focused on Tairāwhiti (East Coast).
14. It is hosted by two well-known Māori broadcasters, [REDACTED], and includes live interviews, news and videoed segments. Its flexible format allows the programme to respond to what's happening in the communities along the East Coast.
15. The programme is aired online, via Iwi station Facebook pages and Instagram and it is trialling TikTok.
16. The programme runs training wānanga for staff at all the collaborating stations to upskill them and the proposal included the rundown of a recent three-day intensive training course run for Radio Ngāti Porou. Nurturing and building media capability in this region is seen as a key output of the programme and the applicant gives the example of one staff member who has developed from a sound operator to a studio director and compile editor.
17. The proposal also includes a te reo Māori plan and the content varies from full te reo in the *Me Maringi te Ti* (Let's spill the tea) segment to *Paramanwa* (snack) video segments which are bilingual.
18. The proposal outlines a detailed production schedule starting 11 September 2023 which includes nine weeks of pre-production shooting and 29 weeks on air, finishing in May 2024.
19. Performance data is not clear in the proposal however Facebook data provided suggests an audience reach of 31,000. This would be supplemented by the social media channels of collaborating stations.

20. [REDACTED] The budget summary is as follows:

Description	Budget
Wages and salaries	\$137,100
Operations	\$55,750
Production costs	\$208,000
Producer/other contribution	\$20,000

21. Letters of support are included in the proposal from Radio Ngāti Porou and Radio Kahungunu.

Staff Opinion

22. Staff was impressed by the professionalism of this online show which gives the comparable television breakfast shows a run for their money.
23. The collaborators know their audience well and believe a positive, entertaining news format can attract Māori audiences and still deliver key information, *“We know the traditional centralised news format based on authority figures delivering breaking stories with a negative bias, doesn’t resonate with our “Tomo mai, me maringi te tī” audience...The usual Māori news smorgasbord of throw-away ‘follow the pack’ stories, Wellington beltway politics and rugby ad nauseam isn’t translating to eyes on screens despite the huge expense.”*

25. Staff believes the recent floods demonstrate the need for local media more than ever and this programme serves to not only inform and connect East Coast regional communities but also provides a collaborative, vital training ground to build Māori media capability. **Funding is recommended up to \$420,850 subject to confirmation of TMP’s approval of the application and its contribution being at least 23% of the funding for the project.**

Te Reo o Te Uru Regional News Te Reo Iriangi o Taranaki Charitable Trust \$836,000

Key personnel	Title/s	Relevant Past Work
[REDACTED]	Executive Producer / Station Manager	[REDACTED]
[REDACTED]	Production Producer	[REDACTED]
[REDACTED]	Whanganui reporter / Programme director	[REDACTED]
[REDACTED]	Te Reo Maori Consultant	[REDACTED]

Synopsis

26. [Te Reo o Te Uru](#) proposes the continuation of an Iwi Radio Regional News Service which covers the rohe of Te Kāhui Maunga including Taranaki, Whanganui, Ruapehu, Rātana and Rangitāne/Manawatū.

General Assessment

27. *Te Reo o Te Uru* is a collaboration led by Te Korimako o Taranaki based in Ngāmotu New Plymouth and includes AWA FM based in Whanganui and KIA ORA FM in Manawatū.

28. The proposal would see the news hub supported from June 2023 to July 2024. *Te Reo o Te Uru* has been a part of the successful regional news hub project from the start in March 2021 creating more than 400 video reports over the course of 100 weeks.
29. The proposal suggests an increase in outputs to include written articles and increased production from four to five days a week. The outputs would be 15 stories (3'-4' mins duration) per week:
- 5 video news stories per week
 - 5 audio reports for on-air play
 - 5 written articles
30. Along with three experienced reporters across the regions, training clusters will be created to help upskill other staff.
31. Te Korimako o Taranaki has also been funded by the PIJF to provide a journalism training programme Te Ia Ka Oho which is currently working with five cadets. This project will complete in October 2023.
32. One of the essential components of the kaupapa of *Te Reo o Te Uru* is support of te mita o Taranaki me Whanganui (the unique dialects of these regions). A Te Reo Māori consultant is responsible for signing off all Māori language content and a detailed Te Reo Māori strategy outlines an action plan to increase capacity of speakers and professional development. All content created is available for use across the various iwi radio stations and platforms within the Hub.
33. Facebook continues to be the main platform with previous viewership said to be [REDACTED]. Content is also delivered via YouTube and Instagram. [REDACTED]
34. The proposal included letters of support from local iwi Ngāti Ruanui, Te Kāhui o Taranaki, Te Kāhui Maru, Ngā Wairiki Ngāti Apa, Ngā Tangata Tiaki o Whanganui, Te Korowai o Ngāruahine Trust, and Ngāti Mutunga. This comment was indicative from Mitchell Ritai of Ngāti Mutunga *"The whanau often comment and appreciate that news stories are being broadcast with a Māori lens and the use of te reo Māori, either spoken or written, provides opportunities to build vocabulary and improve one's ability to speak quality te reo Māori and te reo o Taranaki."*
35. The proposal includes a detailed production schedule beginning in July 2023 and running through to June 2024. The budget summary is as follows:

Description	Budget
Wages and salaries	\$796,000
Operations	\$20,000
Production costs	\$20,000
Producer/other contribution	\$81,400

Staff Opinion

36. This news project is strongly rooted in the realm of public interest journalism. Staff notes that the content they produce maintains a high level of professionalism, and they are disappointed that it does not receive greater visibility. Nevertheless, the primary objective of this project is to cater to the residents of the Taranaki/Manawatū and Whanganui regions, and the staff members are confident that this goal is being successfully accomplished.
37. [REDACTED] Considering the higher outputs anticipated, this represents good value for money.
38. The team involved are experienced Māori broadcasters and their desire to train and upskill others will provide a vital increase in capacity for the sector more widely.

39. Staff found this to be a well-articulated proposal from a professional news service that is delivering to its community and recommend one-year further **funding of up to \$836,000 subject to confirmation of TMP's approval of the application and its contribution being at least 23% of the funding for the project.**

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